

NEWS RELEASE

Excellent Response Drives Renewal of U.S. Army Contract with Rosetta Stone®

The Army Distributed Learning System will Continue to Support the Army's Need for Web-Based, On-Demand Foreign Language Training via Army e-Learning

Newport News, VA – October 26, 2006 - The U.S. Army announced it will continue offering on-demand foreign language training at no cost to all active Army, National Guard, Reservists and Department of Army civilian personnel worldwide through Army e-Learning. Army e-Learning is the latest component of the Army's Distributed Learning System, a product under the Program Executive Office Enterprise Information Systems.

In the past, critical operations, limited resident school capacity and scarcity of contracted language training opportunities have worked against the Army's goal of fielding a force capable of engaging in basic communications with the local population in deployed areas. With the help of Fairfield Language Technologies, creator of the computer-based language immersion program Rosetta Stone®, the Army has been able to significantly increase basic foreign language skill-level across the force.

"Rosetta Stone provides a powerful training tool for Soldiers and Army civilians to prepare for operational deployments and professional development," says Brigadier General Thomas C. Maffey, Director of Training, Army G-3/5/7.

The Army has realized tremendous success integrating Rosetta Stone into Army e-Learning. From November 2005 through September 2006, over 63,000 users accessed the courses more than 201,000 times and completed over 79,000 units. The top three courses accessed were: Spanish (Latin American), Arabic, and German.

"I have been using the Rosetta Stone program to teach myself Arabic for the last month. I have studied Arabic off and on for the last year, but it has been very difficult to make much progress with no teacher and no real guidance. The Rosetta Stone program provided me with both," says PFC James L. Tollefson. "I believe every platoon in the Global War on Terror needs at least one individual with the language skills to communicate with local allies and the indigenous populations. I intend to be that person by the time my company deploys to Iraq."

Providing Fast, Critical Access to Foreign-Language Instruction

Units preparing to deploy across the globe, especially in support of Operation Iraqi Freedom (OIF), are using Army e-Learning for pre-deployment training, including foreign-language instruction. Courses in Arabic, Farsi and Pashto are making measurable differences not only in basic communication skills but may also aid in intelligence gathering capabilities related to the Global War on Terror.

"It's exciting to partner with the U.S. Army for a second year to offer Rosetta Stone's breakthrough language-learning technology to Army personnel throughout the world, whether they are in the Middle East, the Far East, Eastern Europe or right here at home," says Tom Adams, Fairfield Language Technologies Chief Executive Officer.

Limited foreign-language learning opportunities and time constraints have created barriers that have worked against the goals of fielding forces capable of engaging in basic communications with local populations in deployed areas. Army e-Learning has effectively eliminated these constraints and has provided a valuable solution, which helps command language program managers meet the goals and requirements contained in the Defense Language Transformation Roadmap. The roadmap is a comprehensive plan for how the Department of Defense is developing the full range of language capabilities needed for current and future missions.

Army e-Learning

The U.S. Army CIO/G6's answer to fulfill IT training requirements, Army e-Learning provides access to commercial, information technology, business and self-development education and training courses. It now also serves as the Web-based language training platform the Army has determined it urgently needs to strengthen its language capabilities. Courses offered through Army e-Learning are available via the Web 24 hours a day from any place in the world – at no cost to Army organizations. To date more than 330,000 users have accessed Army e-Learning, with 5,000-7,000 new users being added each month.

Rosetta Stone provides 30 state-of-the-art language courses through Army e-Learning, including Arabic, Chinese (Mandarin), Danish, Dutch, French, Farsi (Persian), German, Greek, Hebrew, Hindi, Indonesian, Italian, Japanese, Korean, Pashto, Polish, Portuguese (Brazil), Russian, Spanish (Latin America), Spanish (Spain), Swahili, Swedish, Tagalog, Thai, Turkish, Vietnamese and Welsh. These Web-based foreign language training courses teach reading, writing, speaking, and listening with immersion, completely without translation. To date 63,000 soldiers and civilians have taken these during the nine months.

Access to Rosetta Stone® is available via Army e-Learning on the Army Knowledge Online.

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For additional information on how to access Army e-Learning, log onto <http://www.us.army.mil>; Self Service; My Education; Army e-Learning portal page. You must have an AKO account to access the system.